

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Office
January 11, 2016**

4:15 PM

MINUTES

Present: George Jones (Chair), June Krisch, Shamim Patwa, and Diana Pelletier

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:16 pm.

2. Approval of Minutes from December 21, 2015

June Krisch made a motion to approve the December 21, 2015 minutes. Diana Pelletier seconded the motion. The motion was approved.

3. Update on Renewal Letters

Cynthia van Zelm said the renewal letters should be back from the printer shortly. Ms. van Zelm will let Mr. Jones know when they are ready to be signed.

Ms. Pelletier suggested sending an e-mail to members along with the letter letting them know it is time to renew.

4. Review of potential new member list (handout from Dec. 21, 2015)

The Committee referenced the list of businesses in Mansfield that they had received at the last meeting.

Ms. Krisch suggested focusing on all the businesses in the downtown. She suggested revising the new member letter to be focused on the downtown businesses.

Ms. Pelletier asked if there is a way for members to be recognized on the movie screen before the movies this summer.

Shamim Patwa asked if Oaks residents could be solicited as members. Can they get a discount on their rent as members?

The Committee agreed to focus its initial efforts on downtown businesses.

Ms. Patwa also suggested having membership information and forms at the Partnership events this summer.

5. Review membership recruitment campaign

The Committee reviewed the draft list of events for the year and suggested that this could be sent to the PTOs at the schools with a link to membership/"Become a Member!" Ms. van Zelm will follow-up. Ms. Patwa suggested that this be included on all material that goes out.

The Committee agreed to focus on sending membership letters to realtors as well.

6. Update on Storrs Center

Ms. van Zelm said Gansett Wraps should open this week or next week. She said Blaze Pizza should open by the end of January. Ms. van Zelm said Tea More Café and NICABM should open in the January/February timeframe.

7. Adjourn

Ms. Krisch made a motion to adjourn. Ms. Pelletier seconded the motion. The motion was approved and the meeting adjourned at 5:20 pm.

Minutes taken by Cynthia van Zelm.